

PepsiCo Universal Purpose Code Fact Sheet

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stickybits



What It Is

As part of Internet Week NY, PepsiCo is exploring a new initiative to communicate with consumers through its products. PepsiCo will share custom content on the social impact of PepsiCo products which will be accessible by scanning a bar code with a “bar code” reader smartphone application. By exploring how a Universal Product has the potential to be a “Universal Purpose Code,” PepsiCo believes there is an opportunity to deliver consumers the information that matters to them, while creating a two-way dialogue between PepsiCo and consumers.

PepsiCo is running a pilot of this idea at Internet Week, powered by Stickybits, a start-up technology that brings digital content to real-world objects through bar-code scanning. This collaboration marks the first-ever branded page experience or “official bits” for Stickybits. To advance this technology, PepsiCo is assembling a council of leaders in social responsibility and social media—led by digital influencer Gary Vaynerchuk—to explore the potential of the Universal Purpose Code concept.

How To Get Involved

1. Download the Stickybits app on your iPhone or Android-based phone
2. Scan the barcode on a PepsiCo product
3. View videos and links about the social impact of the brand and the company
4. Upload your own videos, photos, links and comments about PepsiCo, its products and the social and environmental impact

For More Information

Join PepsiCo Director of Social Media Bonin Bough, Stickybits CEO and Cofounder Billy Chasen and Gary Vaynerchuk for a discussion of the technology and the potential of the barcode.

WHEN: Tuesday, June 8, 2010
4 PM – 4:55 PM

WHERE: Internet Week HQ
Metropolitan Pavilion
125 W. 18th Street, between 6th and 7th Avenues
New York, NY 10011

Visit www.PepsiCoBlogs.com for perspectives on PepsiCo’s partnership with StickyBits and other Internet Week activity updates from PepsiCo.

PepsiCo’s Performance with Purpose

For PepsiCo, Internet Week in New York City is about social innovation—equal parts social media and social responsibility, PepsiCo is proud to participate in this yearly gathering of big thinkers in digital media.

“The Promise of PepsiCo, our company’s dedication to Performance with Purpose, is based on investing in a healthier future for people and our planet. We think by engaging with new communications technologies and collaborating with other companies, organizations and individuals we can continue to communicate these efforts.”

– Bonin Bough, Director of Social Media, PepsiCo